

Table 2: Leads/Trial Orders Received

<u>Response</u>	<u>% of Exhibitors</u>
Leads	72%
Trial orders	32%

Table 3: Visitor Requests

<u>Response</u>	<u>% of Exhibitors</u>
Preliminary proposals/quotations	66%
Possible distributorships	53%
Joint ventures	50%
Other business proposals	29%

In terms of follow-up, 77% of exhibitors indicated that they had followed up on visitor requests, while 69% of exhibitors reported that they had received feedback to their follow-up activities.

As seen in Table 4, the nature of the feedback was almost uniformly positive.

Table 4: Nature of Feedback

<u>Response</u>	<u>% of Exhibitors</u>
Positive feedback	92%
Requested further information	2%
Likely marketing opportunity	2%
Mixed feedback	2%
Unsure	2%

When exhibitors were asked whether they checked with the Canadian Trade Commissioner or others at the Department of Foreign Affairs and International Trade to obtain further background on the enquirer, only 9% said "yes." The large majority (91%) did no background checking.